



CITY OF NEWARK
DELAWARE

REQUEST FOR PROPOSAL (RFP) NO. 18-01
NEWARK COMMUNITY SUSTAINABILITY PLAN

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PUBLIC NOTICE

The City of Newark, Delaware will accept proposals for RFP No. 18-01 Newark Community Sustainability Plan. Proposals will be received in the Purchasing Office, Newark Municipal Building, 220 South Main Street, Newark, Delaware 19711 until 2 p.m. on Tuesday, April 3, 2018 and will be publicly read aloud at that time in the Council Chamber of the Newark Municipal Building.

Please include fifteen (15) copies of the proposal including all requested data, submitted in a sealed envelope clearly identified with the name of the firm and marked "City of Newark RFP No. 18-01 Newark Community Sustainability Plan." A separate sealed and labeled envelope containing the Budget Proposal for the performance of all services shall accompany the performance proposal. Fifteen (15) copies of the budget proposal shall also be provided.

Requests for information or clarification must be made in writing with RFP No. 18-01 in the subject line by March 26, 2018 to Mark Brainard at the street address above or mbrainard@newark.de.us.

Copies of the RFP may be obtained in the City Manager's Office on the second floor of the Newark Municipal Building or on the City of Newark's website at www.newarkde.gov/bids.

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I. BACKGROUND

The City of Newark was originally chartered in 1758 and is the third largest City in the State of Delaware with a population of approximately 33,500 occupying just over 9 square miles. It is home to the University of Delaware, which is currently its largest employer, and boasts an award-winning and thriving downtown, an active economic climate with consistently strong development activity, and an abundance of highly rated parks and recreation programs and facilities. Likewise, Newark operates water, electric and sewer utilities for its service territories and staffs an Alderman's Court operation. Newark remains a Home Rule City, operating under the Council-Manager form of government with a non-partisan elected Mayor and Council of seven. For additional information about the City of Newark, the Mayor and Council, and other City departments and agencies, please visit the City's web site at www.newarkde.gov.

In September 2016, Newark City Council adopted Newark's Comprehensive Development Plan V (Plan V), stating its vision of Newark as a *Sustainable Community* "that is sustainable, both economically and environmentally, for generations to come," and including the following aspirations:

- Promoting transit and other alternative transportation modes for reduced dependence on fossil fuels.
- Stream valley/watershed protection.
- Energy conservation and recycling.
- High air and water quality.
- Diverse economic base and welcoming business climate.
- Preserving historical resources.
- Maintaining and improving basic infrastructure.
- Efficient use of public resources.

In July 2017, the City of Newark (the "City") received a grant from DNREC's Division of Energy and Climate to develop, through a collaborative process, a broad, long-term, and integrated community sustainability plan to implement the City's vision, goals, and action items adopted in Plan V. By this Request for Proposals ("RFP"), the City is seeking proposals from experienced firms to help facilitate the planning process and provide much needed technical assistance and research. The selected firm will work directly with the Community Sustainability Plan Steering Committee (the "Steering Committee") in developing and implementing the planning process.

II. SCOPE OF WORK

The City seeks to develop a community sustainability plan as a roadmap to improve Newark as a socially fair, economically strong, and environmentally healthy place to live, work, and play. The community sustainability plan will be a long-term plan, developed through an extensive stakeholder outreach effort, to help the community realize its collective sustainability goals.

The Newark Community Sustainability Plan will balance the community's environmental, economic, social, and cultural interests with the following sustainability principles:

- *Public engagement and education*: Offering opportunities for input and education to all citizens, businesses, interest groups, relevant units of government, and other parties to participate in a meaningful way throughout the entire planning process.
- *Plan integration*: Linking sustainability to land use, transportation, housing, economic development, water supply, and other planning goals and objectives.
- *Aligning internal operations*: Ensuring that City policies, regulations, purchasing practices, and internal programs are compatible with sustainability goals.

Components of Newark Community Sustainability Plan will include 1) a community vision statement reflecting the shared-values of the community, 2) a review and evaluation of Plan V's sustainability goals and action items, 3) an outline of the City's priorities and goals, 4) a review of the Newark Municipal Code to evaluate any impediments to the plan's sustainability goals, 5) setting specific benchmarks, targets, and timelines to achieve sustainability objectives, and 6) an implementation plan to designate responsibilities, track progress, and evaluate outcomes.

DNREC's *Delaware Sustainable Communities Planning Grant* requirements state that community sustainability plans must include at least two (2) of the following categories:

- Energy reduction
- Renewable energy use
- Waste reduction
- Water conservation
- Clean transportation
- Local food systems
- Green infrastructure and green buildings
- Flood resiliency

Additional sustainability categories identified during the City's preliminary planning process include:

- Sustainable economic Development
- Improved Air and Water Quality
- Sustainable land-use and Urban Design

Through a dynamic and collaborative planning process, the Steering Committee will work with the consulting firm to focus the study on three to five community-focused sustainability categories. In addition to those listed above, other categories may be considered by the Steering Committee. The chosen firm will provide the following:

1. Report on *Best Practices* from similar municipalities. (ex: College towns of similar size.)
2. Report on the challenges to sustainability for the City of Newark.
3. Assessment and recommendation on what the focus Newark's sustainability plan.
4. Preliminary Plan
5. Final Plan

III. PROPOSAL FORMAT AND REQUIRED CONTENT

The submission requirements for this RFP are outlined below. Any proposal that does not comply with these instructions will be deemed non-responsive and may be rejected by the City.

Proposals shall include the following components:

- A.** Part I: Introduction – Background information on the firm including its history, size, number of registered professionals, services offered, and other related information.
- B.** Part II: Project Team
 - 1. Describe organization and management of the team, including specific roles and responsibilities for this project.
 - 2. Resumes of all key professionals.
 - 3. Proposed use of any outside consultants, if applicable.
- C.** Part III: Related Experience with other Community Sustainability Plans including:
 - 1. Type of Project with description
 - 2. Dates of completion
 - 3. Client contact information including address, email, and phone numbers
- D.** Part IV: Technical Information
 - 1. An introduction outlining the overall technical approach to completing the project.
 - 2. A project schedule.
 - 3. Each firm must explain their interpretation of the Scope of Work and how they suggest the work be accomplished.
 - 4. A detailed summary of the problems or challenges that the firm might expect in completing the project and the approach to solving them.
- E.** Part V: Budget Proposal - The proposer shall provide a separate sealed and labeled envelope containing the Budget Proposal detailing a comprehensive fee proposal. The budget envelop must be labeled "Budget Proposal for RFP No. 18-01 City of Newark Community Sustainability Plan." This envelop will not be opened until the firms have been evaluated by staff and officially ranked. Firms that do not submit a "Budget Proposal" will not be considered.

IV. SELECTION/EVALUATION

- 1. All proposals received by the deadline will be reviewed for responsiveness to the requirements of this RFP. Proposals deemed to be non-responsive may be rejected.
- 2. The City will conduct reference checks for the finalists.
- 3. The City shall not be required to accept the lowest proposal in terms of cost, but instead shall have the right to select the most qualified proposer based on all the evaluation criteria established.

4. A Review Committee, designated by the City Manager, will evaluate all proposals found to be responsive to the requirements of this RFP. Each accepted proposal shall be evaluated and ranked by each member of the Selection Committee using the Criteria outlined below.

Maximum Score	Criteria
25 points	Capacity to meet project requirements.
25 points	Expertise, including planning and public outreach, for this project.
15 points	Experience, reputation, and demonstrated ability
15 points	Familiarity with public work
15 points	Geographic location of firm
5 points	Diversity

5. Based upon the review of qualifications and references submitted, a maximum of five (5) firms will be invited to give an oral presentation of their proposal to the Steering Committee. This will provide an opportunity for the firm to clarify or elaborate on its proposal but not change the original proposal submitted. Selected firms should be prepared to meet with the Steering Committee for presentation and questions. Firms chosen to meet with the Steering Committee will be notified about specific dates and times for the presentation.
6. Upon completion of the rank ordering, negotiations will begin with the top-ranked firm to initiate a contract for the Newark Community Sustainability Plan. Should the City and the firm be unable to mutually agree upon the requirements and service to be provided, negotiations will begin with the second ranked firm and continue through the rank ordering until a mutual agreement has been obtained by the City and a qualified firm. The City, however, reserves the right to reissue RFP 18-01. The agreement shall be subject to final approval by City Council.
7. The Steering Committee will provide a recommendation for the fulfillment of this RFP to the Mayor and Council including ranking, engagement fee, and other details of the process.

V. SUBMISSION REQUIREMENTS

A. Requests for Information/Addenda

Any requests for clarification or additional information regarding this RFP must be submitted in writing by no later than Monday, March 26, 2018 to:

Mark Brainard, Assistant to the Managers
220 South Main Street
Newark, Delaware, 19711
Email: mbrainard@newark.de.us

If it becomes necessary to revise any part of this RFP, an addendum will be issued by the City.

B. Proposal Changes or Withdrawal

Any proposal may be withdrawn, modified, and resubmitted prior to 2pm on Tuesday, April 10, 2018 by written request, signed in the same manner and by the same person who signed the proposal.

C. Proposal Disposition/Proposal Open Record

All proposals and the materials attached submitted in response to this RFP, except for any identified proprietary material, shall become the property of the City at the time of the bid opening. The City reserves the right in its sole discretion to use without limitation, any and all information, concepts, and data contained therein. Any portions of the proposal that the proposer deems confidential shall be clearly marked as such.

D. Compliance with Terms and Conditions of RFP

The successful proposer shall comply with all of the specifications, terms, and conditions of this RFP, as outlined herein. Proposers are further required to complete all information requested in this RFP.

E. Rejection of Proposals

The City reserves the right, at its sole discretion, to reject any and all proposals received and to waive informalities and minor irregularities, technical defects, or clerical errors in a proposal received, to accept any portion or all items in the proposal, and award the contract in whole or in part if it is deemed in the City's best interest.

F. Award of Contract

Any contract awarded under this RFP shall be made to the proposer who, in the sole judgment of the City, is best able to provide the full range of the services outlined. All proposals shall remain firm for one hundred twenty (120) calendar days after the opening of proposals.

G. Proposal Content Contractual

All or selected parts of the chosen proposal may become part of the contract if an award of contract is made at the sole determination of the City.

H. Cancellation of RFP

The City of Newark reserves the right, at its sole discretion, to cancel this RFP in whole or in part.

I. Interview and Contract Requirements

Proposers may be required to participate in an interview(s) upon request and the successful proposer will be required to execute a contract with the City.

J. Termination of Agreement

This agreement may be terminated by the City upon thirty (30) days written notice if the contractor fails to perform satisfactorily in accordance with the terms and conditions of the signed contract. In the event this agreement is terminated; the contractor shall be paid for services satisfactorily rendered up to the termination date.

K. EEO and Business Licenses

The bidder shall possess all business and other licenses required by the State of Delaware and shall be a fair and equal opportunity employer.

VI. SUBMISSION INSTRUCTIONS

The original proposal and 15 identical copies shall be submitted in a sealed envelope bearing the name and address of the proposer, and plainly marked "RFP No. 18-01 Newark Community Sustainability Plan." All proposals shall be submitted through certified mail or hand delivery by **2:00 p.m. on Tuesday, April 3, 2018** to the following location:

City of Newark, Delaware
City Manager's Office
Attn: Mark Brainard, Assistant to the Managers
220 South Main Street
Newark, DE 19711

The City is not responsible for late delivery caused by the United States Postal Service or private carriers. Any proposal received after the deadline will be returned unopened.